

EXHIBIT N

From: Michael Morrison
Sent: Wednesday, February 22, 2012 3:39 PM
To: Bill Richardson; Will Wirth
Cc: Danny Stein
Subject: RE: Rovio Concerned About Angry Birds Refund Rate

Will,

Here is a breakdown of the users refunded in the spreadsheet you provided:

- **7% Buyer's Remorse**
- **93% Friendly Fraud: Minor using app on parent/grandparent's account**
- **Over half admitted the age of their child**
 - **Average age of child playing: 5 years old**
- **In nearly all cases the parent knew their child was playing Angry Birds, but didn't think the child would be allowed to buy anything without their password or authorization first. (Like in iOS)**

Are we able to talk with our partners about project kid? If so, this would be one way to show that we are going to get ahead of this type of friendly fraud.

-----Original Message-----

From: Bill Richardson
Sent: Tuesday, February 21, 2012 9:55 PM
To: Will Wirth; Michael Morrison
Cc: Danny Stein
Subject: RE: Rovio Concerned About Angry Birds Refund Rate

Thanks Mike.

-----Original Message-----

From: Will Wirth
Sent: Tuesday, February 21, 2012 4:33 PM
To: Michael Morrison
Cc: Danny Stein; Bill Richardson
Subject: Re: Rovio Concerned About Angry Birds Refund Rate

Awesome, thanks Mike! They reached out to Sara directly, so we'll probably funnel this specific thing through her for now. That said, we should take advantage of the relationship and the addition of such a large name to the platform to be much more hands on with them through the whole ramping up process. We'll be sure to include you in the calls so we can have insights from the ATX side of things!

Will

On 2/21/12 4:27 PM, "Michael Morrison" <mikeymo@fb.com> wrote:

>We'll jump on this right away and have some information for you tomorrow.
>Let me know if you need me to jump on a call with them.
>

>Sent from my iPhone

>

>On Feb 21, 2012, at 6:24 PM, "Will Wirth" <williamwirth@fb.com> wrote:

>

>> Hey Mike,

>>

>> Rovio reached out to us regarding an alarmingly high refund rate by
>>sum for Angry Birds in the week or so after the launch. It looks like
>>it is ~1.5% by count so far, but has been as high as ~9% by Sum on any
>>given day (been between 4-9% steadily). Of the orders that we've
>>refunded, the vast majority have been for FF Adult or FF Minor with a
>>few User Confusions, while none have been classified as actual fraud.
>>We're hoping that one of the contractors can deep dive into the
>>tickets to get a better sense of the story so we can communicate that to Rovio.

>>

>> We're looking for some specifics on the exact issues users are
>>having, whether it be the payment flows, specific packages or items,
>>confusion in general, or something else that could be leading to these refunds.

>>

>> I attached a list of UIDs from users that we've refunded on our end,
>>let me know if you think this is something one of the contractors has
>>bandwidth for.

>>

>> Thanks!

>> Wil

>> <Rovio Angry Birds Refunded UIDs.xlsx>